

Media Release

The Hon Harriet Shing MP

Minister for the Suburban Rail Loop

Minister for Housing and Building

Minister for Development Victoria and Precincts



Wednesday, 16 April 2025

WE'RE DELIVERING HUNDREDS OF NEW HOMES IN HAMPTON EAST

The Allan Labor Government is taking bold action to deliver more social, affordable and market homes where they're needed – close to transport, schools, services and jobs.

Minister for Housing Harriet Shing today visited Hampton East to mark the structural completion of the first building of a redevelopment project that's delivering 285 new homes.

Located on Bluff Road, the site will be complete next year and deliver 170 social homes, affordable rental homes and 83 market rental homes, including specialist disability homes.

The redevelopment will increase the number of social homes on the site by 16 per cent, replacing old homes that were built in the 1950s and no longer met current design standards.

The new homes will be modern and energy efficient, meaning it will cost less for renters to stay warm in winter and cool in summer. The redevelopment will include new open spaces such as landscaped parks and gardens, a multi-purpose community room, and a cafe.

The Hampton East development is the first to top out under the Labor Government's Ground Lease Model 2 – a program delivering 1,370 new homes across Hampton East, Port Melbourne, South Yarra and Prahran.

Under the Ground Lease Model, Homes Victoria retains public ownership of the land while leasing it to project partner Building Communities, which will build, manage and maintain the homes for 40 years.

This project is part of the \$6.3 billion Big Housing Build and Regional Housing Fund, which is delivering more than 13,300 social and affordable homes across Victoria – with more than 10,100 homes already complete or underway.

In the City of Bayside alone, more than \$380 million has been invested through the Big Housing Build and other social housing programs to build more than 1,000 new homes, with 645 already completed.

In addition to building more social homes, the Government is building more homes near train stations, making Victoria the townhouse capital, and setting housing targets for local councils.

Quotes attributable to Minister for Housing and Building Harriet Shing

"Every Victorian deserves to live in a safe and secure home – that's why we're building social and affordable homes in every corner of the state, including here in Hampton East."

"While we're focused on making sure more families can have a roof over their head, Brad Battin is missing in action – with no housing plan and a shadow cabinet determined to block the homes Victorians need."

Quote attributable to Member for Southern Metropolitan Region Ryan Batchelor

"These new homes will mean hundreds of families in Hampton East will have access to brand new, modern, and accessible homes that meet their needs."